



FOR IMMEDIATE RELEASE:
Tuesday, August 19, 2008

MEDIA CONTACTS: Steve Dolan, SDSU
(619) 594-5664
Eric Symons, City of San Diego
(619) 533-6417

SDSU, City of San Diego Join Forces to Host 'Pathways to Green Sustainability and Strategies for Success'

SAN DIEGO – San Diegans can learn more about “going green” at an upcoming seminar co-sponsored by the City of San Diego and San Diego State University’s College of Extended Studies. Learning how to reduce our carbon footprint, implement sustainable strategies for energy and construction, and create a greener future will be discussed at “Pathways to Green Sustainability and Strategies for Success” on Friday, Sept. 5 from 8-10:30 a.m. at SDSU’s Extended Studies Center.

The City of San Diego is the premier sponsor of this seminar and a sponsor of SDSU’s new Online Green Industry Certificate Programs in Green Building Construction and in Renewable Energy and Green Energy Management.

Last year, Mayor Jerry Sanders launched the City’s Cleantech Initiative in an effort to promote the expansion, attraction and retention of businesses that develop products and technologies that provide environmentally sustainable solutions.

“We are pleased to be partnering with SDSU on this event and the cutting-edge, Online Green Industry Careers Program,” said Mayor Sanders. “This innovative program will help encourage sustainability efforts and develop a green workforce, which is vital to attracting and retaining cleantech companies in the region.”

The summit will feature a panel of regional green industry experts who will discuss emerging green energy and construction trends, careers, education and other sustainability issues relevant to the greater San Diego community.

“This ‘green’ seminar is extremely relevant, whether you’re a concerned consumer or a professional in construction, manufacturing, energy or a related field,” said Joe Shapiro, San Diego State

-more-

SDSU-City Partner for Going Green Seminar

Page 2

University's dean of the College of Extended Studies (CES). "We are delighted to work with the City of San Diego in offering this event to increase support of the sustainability imperative."

This fall, CES will offer new professional certificate programs in Green Building Construction, as well as Renewable Energy and Green Energy Management.

The entire SDSU community is actively involved in sustainability, with faculty-led research projects, student sustainability initiatives and university operation of a co-generation plant. SDSU also recycles 11,600 tons of waste annually.

"We recycle more than 50% of our waste – 23 million pounds that would otherwise be going to landfill," said Steve Lincoln, SDSU's sustainability coordinator. "By expanding our existing waste reduction programs and implementing new programs in conjunction with the city and others in the industry, we will reach our goal of zero waste."

"How do we turn today's dreams of a sustainable future into tomorrow's reality?" added Shapiro. "By collaboration between the City of San Diego, business, government, industry, education, and individuals, beginning with 'green' seminars like this one."

Fee for this seminar including breakfast and parking is \$30 per person. For more information, call (619) 594-3946, email wevers@mail.sdsu.edu or visit www.neverstoplearning.net/greenseminar.

###